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Melita International

Since 1983, call centers from across the industrial board have called on Melita International for customer interaction and intelligent call management systems - systems which have enabled such centers to automate call center activities and enhance their telephony-based customer communication. More than 600 companies in 20 countries use Melita, hailing from the financial, media, communication, healthcare and retail sectors. Melita's solutions benefit organizations that rely on telephone contact for prospecting, scheduling service, answering questions, offering customer service or processing collections transactions.

Melita provides product-based applications to increase productivity, enhance the quality of client communications and deliver the highest level of support and value. Melita has chosen IONA's Orbix as the underlying integration infrastructure for its Universal Telephony Platform (UTP). The platform provides cutting edge telephony and call management functionality, while accommodating the addition of multi-media technologies such as voice, video and data over ATM networks, and call center-based Internet applications.

Melita's UTP is a fully distributed telephony platform based on CORBA. The platform supports multiple nodes via ATM and utilizes industry standard telephony components. UTP is used as the base telephony platform for the next generation of Melita call center solutions being delivered worldwide. It is an integral component of Melita's PhoneFrame.

"After prototyping a number of different CORBA implementations, we selected Orbix as our preferred platform for all CORBA implementations under development. IONA's Orbix was chosen because it offers us superior performance and reliability coupled with IONA's excellent technical support."

Blayne Maring, VP of Product Development, Melita International

Nokia Telecommunications

Nokia Telecommunications is a global leader in telecommunications technology. Nokia develops and manufactures infrastructure equipment and systems for

cellular and fixed networks. A leading supplier of GSM/DCS cellular networks, Nokia delivers to more than 57 operators in 31 countries. Nokia has supplied fixed network systems to PTTs, new operators, public utilities and railways throughout Europe and the Asia-Pacific region.

Nokia has chosen IONA's Orbix as its primary ORB in order to develop and produce new telecommunications products allowing service providers to rapidly create, deploy, and manage value added services based on a common Intelligent Network (IN) architecture.

The choice of Orbix allows Nokia to leverage CORBA's open, standards-based approach and, crucially, gives the flexibility to interoperate with existing infrastructure. This enables Nokia to remain in a position to meet the continual demand for new and innovative telecommunications products. Nokia's use of IONA's Orbix represents the continued acceptance of CORBA in mature mainstream applications, and is further evidence that CORBA is now accepted as a fast, effective, scalable and open approach to the development of powerful, intelligent, mission critical network services.

"The nature of our business demands the continuing development of new and innovative products which continue to interoperate with existing infrastructure. Orbix offers us a flexible approach to the development of these products leveraging an open standards-based approach."

- Juha Lipiainen, Head of Intelligent Network Platforms, Nokia
Telecommunications

Nortel

Nortel Networks, one of the top global makers of telecommunications equipment in North America, makes core network switching, wireless, and optical systems for customers worldwide. Nortel's wireline and enterprise network equipment includes systems for digital voice and data switching, routing, and call center communications. The company's wireless products include cellular base stations and controllers. Nortel makes long-haul fiber optic products, such as multiplexers and optical switches. Its clients include global communications carriers; regional, local, and wireless phone carriers; and corporations. In 2003, the company recognized sales of \$9.8 billion (USD) and recognized a net income of \$732 million (USD).

Nortel Networks' Congruity solution represents the marriage between ORBs and network-wide services. It provides the ability to leverage maximum usage from all elements in a Telco Network and offers customers the opportunity to receive precisely the telecommunication system that they want.

Nortel's Congruity team felt strongly about building its service interworking framework on an Object Request Broker (ORB) software structure. CORBA and IONA's Orbix were two of the components used to provide this ORB. This let the Congruity team concentrate on their "value-add" - the means for combining

discrete Network Application Elements, such as voice mail, e-mail, speech recognition systems or WWW user interfaces, to form new services.

With IONA's help, Congruity has delivered the promise that ORBs bring to all distributed systems - the opportunity to make components work together to build bigger and better systems.

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